



03-C-0488

CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30335-0300
TEL (404) 330-6100

March 17, 2003

President Cathy Woolard and
Members of Atlanta City Council
City Hall, Suite 2900
55 Trinity Avenue, SW
Atlanta, Georgia 30335

RE: Atlanta Fulton County Library Board

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint **Deirdre Macnab** to serve as a member of the **Atlanta Fulton County Library Board** for the City of Atlanta. This appointment is as the Mayor's Designee and as such is concurrent with the Mayor's Term, and is scheduled to begin on the date of Council confirmation.

I am confident that Mrs. Macnab will serve the Atlanta Fulton County Library Board and the City of Atlanta with distinction. A resume is attached for your perusal.

Sincerely,

A handwritten signature in black ink that reads "Shirley Franklin".

Shirley Franklin

Enclosures

Deirdre Macnab

1776 Nancy Creek Bluff
Atlanta, Georgia 30327
404-351-1776 phone

Experience

Member, Board of Education (August 1998-August 2000) Nashville, TN
Elected a member of the board of the Metropolitan Nashville Public Schools. The school system had at that time a budget of just over \$400 million, with an enrollment of 68,000 students, and 132 schools. Worked with the Director of Public Libraries in the development of a school linked reading program.

President, Macnab Marketing (May 1987-August 2001) Nashville, TN
Developed and implemented marketing campaigns for companies and organizations in the mid-South area. Campaigns were oriented towards increasing sales, adding new customers, cross-selling new products, and generating sales leads. Presented training seminars for all seven divisions of Ingram Distribution Group, Inc. for marketing and sales managers, as well as Ingram's customers at the ABA (American Booksellers Association) conventions.

Marketing Executive, Dun & Bradstreet (1983-1987) New York City, NY
Initiated and developed direct marketing campaigns for consumer marketing companies such as Citicorp, The Equitable, Avon Products, Eckerd Drug Stores, and BMW Motor Company. Also spent two years at D&B Corporate Headquarters developing financial investment programs, designing marketing databases, and assisting with the assessment of potential acquisition candidates during the course of a financial management training program.

Education

Columbia University Graduate School of Business, MBA 1983,
Marketing and Finance

New York University, BA, 1977, Dean's List, History and Political Science

Community Service

Served on board of the Nashville Ballet, Friends of Public Schools, and the Bridge Program (a YMCA program for high school students), worked with several organizations on their marketing programs such as Tennessee Repertory Theater, United Way, Second Harvest Food Bank, Tennessee Environmental Council, Cheekwood Museum.